

| <b>PARK &amp; MAIN</b>                   |             |              |             |              |                |
|--|-------------|--------------|-------------|--------------|----------------|
| <b>Stalls: 84 Pay hours: 9 AM - 9 PM</b> |             |              |             |              |                |
|  | June '12    | YTD Total    | June ' 11   | YTD Total    | YTD Diff + / - |
| Pay Station Gross Revenue                | \$ 7,985.50 | \$ 34,927.95 | \$ 6,618.55 | \$ 29,763.65 | \$ 5,164.30    |
| Pay Station Transactions                 | 3,630       | 16,228       | 3,095       | 13,963       | 2,265          |
| Average time paid                        | 2 hr 12 min | 2 hr 8 min   | 2 hr 8 min  | 2 hr 9 min   | -              |
| Occupancy % 9 am - 9 pm                  | 30.5%       | 22.5%        | 25.3%       | 19.6%        | 2.9%           |
| Occupancy % 9 am - 5 pm                  | 25.4%       |              | 20.1%       |              | 5.3%           |
| Occupancy % 5 pm - 9 pm                  | 40.6%       |              | 35.5%       |              | 5.1%           |
| Net revenue per stall                    | \$ 78.86    | \$ 57.02     | \$ 66.18    | \$ 49.06     | \$7.96         |
| Net revenue to owner                     | \$ 6,707.82 | \$ 27,386.61 | \$ 5,559.59 | \$ 24,726.96 | \$2,659.65     |

*New this year: 18 monthly parkers*

| <b>LAKE &amp; CENTRAL</b>                |             |              |             |              |                |
|--|-------------|--------------|-------------|--------------|----------------|
| <b>Stalls: 50 Pay hours: 5 PM - 9 PM</b> |             |              |             |              |                |
|  | June '12    | YTD Total    | June ' 11   | YTD Total    | YTD Diff + / - |
| Pay Station Gross Revenue                | \$ 5,939.65 | \$ 31,023.75 | \$ 5,834.55 | \$ 29,362.80 | \$ 1,660.95    |
| Pay Station Transactions                 | 3,169       | 16,637       | 3,310       | 15,958       | 679            |
| Average time paid                        | 1 hr 52 min | 1 hr 52 min  | 1 hr 46 min | 1 hr 51 min  | -              |
| Occupancy %                              | 114.2%      | 102.2%       | 104.5%      | 97.5%        | 4.7%           |
| Net revenue per stall                    | \$ 104.54   | \$ 91.00     | \$ 102.69   | \$ 86.13     | \$4.87         |

*This year: Wednesday Market began two weeks early*

| <b>LAKESHORE PLAZA</b>                                      |             |              |              |              |                |
|---|-------------|--------------|--------------|--------------|----------------|
| <b>Stalls: 106, Auxiliary lot 17 Pay hours: 5 PM - 9 PM</b> |             |              |              |              |                |
|   | June '12    | YTD Total    | June ' 11    | YTD Total    | YTD Diff + / - |
| Pay Station Gross Revenue                                   | \$ 9,734.35 | \$ 43,711.60 | \$ 10,117.85 | \$ 41,751.75 | \$ 1,959.85    |
| Pay Station Transactions                                    | 5,261       | 23,703       | 5,793        | 23,435       | 268            |
| Average time paid   | 1 hr 51 min | 1 hr 52 min  | 1 hr 45 min  | 1 hr 48 min  | -              |
| Occupancy %   | 76.1%       | 57.9%        | 79.1%        | 55.8%        | 2.1%           |
| Net revenue per stall                                       | \$ 69.64    | \$ 52.12     | \$ 72.39     | \$ 49.79     | \$2.34         |

*June weather: mostly cloudy, rainy, cold*

**Note:**

- 1) Pay Station gross revenues are from Cale's webpage
- 2) Park & Main month's net revenue is estimated, actuals are not available until the following month
- 3) Lake & Central and Lakeshore Plaza net revenues are estimated and based on a 12% for credit card fee
- 4) Occupancy is based on the actual revenue divided by the maximum potential revenue, because stalls could be paid for more than once, occupancy may exceed 100%